

51851 5314

1998 N.E.S.A. Winston Shipments

Don't put RSM's
Info Done
Winston

001/005

RJR-SALES EXEC. *** 1200 NY METRO

	Jan.		Feb.		March		April		May		June	
	97	98	97	98	97	98	97	98	97	98	97	98
Base F.F. K.S.	13435	10299	13861	11011	0	0	0	0	0	0	0	0
Base F.F. Box	4060	4577	4120	6074	0	0	0	0	0	0	0	0
Base F.F. 100's	4456	3910	4687	4179	0	0	0	0	0	0	0	0
Base Lts. K.S.	6073	5239	6464	5801	0	0	0	0	0	0	0	0
Base Lts. Box	2145	3401	2152	5204	0	0	0	0	0	0	0	0
Base Lts. 100's	3535	2817	3648	3434	0	0	0	0	0	0	0	0
Base Lts. 100's Box	676	1152	669	1291	0	0	0	0	0	0	0	0
Base UL Lts. K.S.	1343	1196	1338	1518	0	0	0	0	0	0	0	0
Base UL Lts. K.S. Box	94	573	86	1650	0	0	0	0	0	0	0	0
Base UL Lts. 100's	1198	1081	1186	1167	0	0	0	0	0	0	0	0
Base UL Lts. 100's Box	74	464	66	628	0	0	0	0	0	0	0	0
Total Winston Base	37087	34708	38276	41957	0	0	0	0	0	0	0	0
Total Winston Select	3509	2249	3529	2461	0	0	0	0	0	0	0	0
Total Winston	40597	36957	41806	44418	0	0	0	0	0	0	0	0

	July		Aug.		Sept.		Oct.		Nov.		Dec.	
	97	98	97	98	97	98	97	98	97	98	97	98
Base F.F. K.S.	0	0	0	0	0	0	0	0	0	0	0	0
Base F.F. Box	0	0	0	0	0	0	0	0	0	0	0	0
Base F.F. 100's	0	0	0	0	0	0	0	0	0	0	0	0
Base Lts. K.S.	0	0	0	0	0	0	0	0	0	0	0	0
Base Lts. Box	0	0	0	0	0	0	0	0	0	0	0	0
Base Lts. 100's	0	0	0	0	0	0	0	0	0	0	0	0
Base Lts. 100's Box	0	0	0	0	0	0	0	0	0	0	0	0
Base UL Lts. K.S.	0	0	0	0	0	0	0	0	0	0	0	0
Base UL Lts. K.S. Box	0	0	0	0	0	0	0	0	0	0	0	0
Base UL Lts. 100's	0	0	0	0	0	0	0	0	0	0	0	0
Base UL Lts. 100's Box	0	0	0	0	0	0	0	0	0	0	0	0
Total Winston Base	0	0	0	0	0	0	0	0	0	0	0	0
Total Winston Select	0	0	0	0	0	0	0	0	0	0	0	0
Total Winston	0	0	0	0	0	0	0	0	0	0	0	0

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1998 N.E.S.A. Winston Shipments

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	N.E.S.A. YTD				National YTD			
	97	98	Case +/-	% Change	97	98	Case +/-	% Change
Base F.F. K.S.	27296	21310	-5986	-21.9%	91023	74098	-16925	-18.6%
Base F.F. Box	8180	10651	2471	30.2%	21496	30527	9031	42.0%
Base F.F. 100's	9143	8089	-1054	-11.5%	33557	31841	-1716	-5.1%
Base Lts. K.S.	12537	11040	-1497	-11.9%	49009	44834	-4175	-8.5%
Base Lts. Box	4297	8605	4308	100.3%	12561	27329	14768	117.6%
Base Lts. 100's	7183	6251	-932	-13.0%	30717	28953	-1764	-5.7%
Base Lts. 100's Box	1345	2443	1098	81.6%	4557	9029	4472	98.1%
Base UL Lts. K.S.	2681	2714	33	1.2%	10079	10679	600	6.0%
Base UL Lts. K.S. Box	180	2223	2043	1135.0%	418	7361	6943	1661.0%
Base UL Lts. 100's	2384	2248	-136	-5.7%	10698	10707	9	0.1%
Base UL Lts. 100's Box	140	1092	952	680.0%	393	4490	4097	1042.5%
Total Winston Base	75363	76665	1302	1.7%	264507	279847	15340	5.8%
Total Winston Select	7038	4710	-2328	-33.1%	21250	14857	-6393	-30.1%
Total Winston	82403	81375	-1028	-1.2%	285758	294703	8945	3.1%

1998 N.E.S.A. Winston Shipments

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	Boston Region YTD				N.E.S.A. YTD			
	97	98	Case +/-	% Change	97	98	Case +/-	% Change
Base F.F. K.S.	3474	2573	-901	-25.9%	27296	21309	-5987	-21.9%
Base F.F. Box	2359	2874	515	21.8%	8180	10651	2471	30.2%
Base F.F. 100's	1421	1343	-78	-5.5%	9143	8089	-1054	-11.5%
Base Lts. K.S.	1252	1069	-183	-14.6%	12537	11040	-1497	-11.9%
Base Lts. Box	1195	2037	842	70.5%	4296	8605	4309	100.3%
Base Lts. 100's	762	692	-70	-9.2%	7183	6251	-932	-13.0%
Base Lts. 100's Box	547	747	200	36.6%	1345	2443	1098	81.6%
Base Ul. Lts. K.S.	228	197	-31	-13.6%	2681	2714	33	1.2%
Base Ul. Lts. K.S. Box	63	387	324	514.3%	180	2223	2043	1135.0%
Base Ul. Lts. 100's	222	187	-35	-15.8%	2384	2247	-137	-5.7%
Base Ul. Lts. 100's Box	48	167	119	247.9%	140	1092	952	680.0%
Total Winston Base	11570	12271	701	6.1%	75364	76665	1301	1.7%
Total Winston Select	894	613	-281	-31.4%	7039	4710	-2329	-33.1%
Total Winston	12464	12884	420	3.4%	82402	81375	-1027	-1.2%

	N.Y. Metro Region YTD				N.E.S.A. YTD			
	97	98	Case +/-	% Change	97	98	Case +/-	% Change
Base F.F. K.S.	2970	2076	-894	-30.1%	27296	21309	-5987	-21.9%
Base F.F. Box	875	1047	172	19.7%	8180	10651	2471	30.2%
Base F.F. 100's	757	595	-162	-21.4%	9143	8089	-1054	-11.5%
Base Lts. K.S.	747	582	-165	-22.1%	12537	11040	-1497	-11.9%
Base Lts. Box	292	538	246	84.2%	4296	8605	4309	100.3%
Base Lts. 100's	380	245	-135	-35.5%	7183	6251	-932	-13.0%
Base Lts. 100's Box	82	227	145	176.8%	1345	2443	1098	81.6%
Base Ul. Lts. K.S.	53	57	4	7.5%	2681	2714	33	1.2%
Base Ul. Lts. K.S. Box	20	142	122	610.0%	180	2223	2043	1135.0%
Base Ul. Lts. 100's	44	45	1	2.3%	2384	2247	-137	-5.7%
Base Ul. Lts. 100's Box	10	89	79	790.0%	140	1092	952	680.0%
Total Winston Base	6229	5641	-588	-9.4%	75364	76665	1301	1.7%
Total Winston Select	346	140	-206	-59.5%	7039	4710	-2329	-33.1%
Total Winston	6574	5780	-794	-12.1%	82402	81375	-1027	-1.2%

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1998 N.E.S.A. Winston Shipments

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Base F.F. K.S.
Base F.F. Box
Base F.F. 100's
Base Lts. K.S.
Base Lts. Box
Base Lts. 100's
Base Lts. 100's Box
Base Ul. Lts. K.S.
Base Ul. Lts. K.S. Box
Base Ul. Lts. 100's
Base Ul. Lts. 100's Box
Total Winston Base
Total Winston Select
Total Winston

Philadelphia Region YTD				N.E.S.A. YTD			
97	98	Case +/-	% Change	97	98	Case +/-	% Change
3074	2471	-603	-19.6%	27296	21309	-5987	-21.9%
985	1259	274	27.8%	8180	10651	2471	30.2%
1171	1077	-94	-8.0%	9143	8089	-1054	-11.5%
1171	1094	-77	-6.6%	12537	11040	-1497	-11.9%
506	963	457	90.3%	4296	8605	4309	100.3%
708	650	-58	-8.2%	7183	6251	-932	-13.0%
249	314	65	26.1%	1345	2443	1098	81.6%
242	242	0	0.0%	2681	2714	33	1.2%
27	232	205	759.3%	180	2223	2043	1135.0%
202	192	-10	-5.0%	2384	2247	-137	-5.7%
25	129	104	416.0%	140	1092	952	680.0%
8359	8622	263	3.1%	75364	76685	1301	1.7%
673	453	-220	-32.7%	7039	4710	-2329	-33.1%
9032	9075	43	0.5%	82402	81375	-1027	-1.2%

Base F.F. K.S.
Base F.F. Box
Base F.F. 100's
Base Lts. K.S.
Base Lts. Box
Base Lts. 100's
Base Lts. 100's Box
Base Ul. Lts. K.S.
Base Ul. Lts. K.S. Box
Base Ul. Lts. 100's
Base Ul. Lts. 100's Box
Total Winston Base
Total Winston Select
Total Winston

Buffalo Region YTD				N.E.S.A. YTD			
97	98	Case +/-	% Change	97	98	Case +/-	% Change
4276	3513	-763	-17.8%	27296	21309	-5987	-21.9%
1723	2179	456	26.5%	8180	10651	2471	30.2%
1575	1482	-113	-7.2%	9143	8089	-1054	-11.5%
1943	1800	-143	-7.4%	12537	11040	-1497	-11.9%
896	1702	806	90.0%	4296	8605	4309	100.3%
1255	1131	-124	-9.9%	7183	6251	-932	-13.0%
276	493	217	78.6%	1345	2443	1098	81.6%
448	480	32	7.1%	2681	2714	33	1.2%
31	454	423	1364.5%	180	2223	2043	1135.0%
445	409	-36	-8.1%	2384	2247	-137	-5.7%
27	234	207	766.7%	140	1092	952	680.0%
12894	13855	961	7.5%	75364	76665	1301	1.7%
1554	1028	-526	-33.8%	7039	4710	-2329	-33.1%
14447	14883	436	3.0%	82402	81375	-1027	-1.2%

1998 N.E.S.A. Winston Shipments

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Base F.F. K.S.
Base F.F. Box
Base F.F. 100's
Base Lts. K.S.
Base Lts. Box
Base Lts. 100's
Base Lts. 100's Box
Base Ul. Lts. K.S.
Base Ul. Lts. K.S. Box
Base Ul. Lts. 100's
Base Ul. Lts. 100's Box
Total Winston Base
Total Winston Select
Total Winston

Pittsburgh Region YTD				N.E.S.A. YTD			
97	98	Case +/-	% Change	97	98	Case +/-	% Change
5618	4449	-1169	-20.8%	27298	21309	-5987	-21.9%
1151	1579	428	37.2%	8180	10651	2471	30.2%
1892	1598	-294	-15.5%	9143	8089	-1054	-11.5%
2726	2298	-428	-15.7%	12537	11040	-1497	-11.9%
651	1452	801	123.0%	4296	8605	4309	100.3%
1612	1275	-337	-20.9%	7183	6251	-932	-13.0%
131	343	212	161.8%	1345	2443	1098	81.6%
627	566	-61	-9.7%	2681	2714	33	1.2%
24	457	433	1804.2%	180	2223	2043	1135.0%
554	499	-55	-9.9%	2384	2247	-137	-5.7%
13	202	189	1453.8%	140	1092	952	680.0%
14997	14716	-281	-1.9%	75364	76665	1301	1.7%
1672	1122	-550	-32.8%	7039	4710	-2329	-33.1%
16668	15838	-830	-5.0%	82402	81375	-1027	-1.2%

Base F.F. K.S.
Base F.F. Box
Base F.F. 100's
Base Lts. K.S.
Base Lts. Box
Base Lts. 100's
Base Lts. 100's Box
Base Ul. Lts. K.S.
Base Ul. Lts. K.S. Box
Base Ul. Lts. 100's
Base Ul. Lts. 100's Box
Total Winston Base
Total Winston Select
Total Winston

Cincinnati Region YTD				N.E.S.A. YTD			
97	98	Case +/-	% Change	97	98	Case +/-	% Change
7884	6228	-1656	-21.0%	27298	21309	-5987	-21.9%
1087	1715	628	57.8%	8180	10651	2471	30.2%
2327	2015	-312	-13.4%	9143	8089	-1054	-11.5%
4698	4198	-500	-10.6%	12537	11040	-1497	-11.9%
757	1915	1158	153.0%	4296	8605	4309	100.3%
2466	2259	-207	-8.4%	7183	6251	-932	-13.0%
61	320	259	424.6%	1345	2443	1098	81.6%
1084	1173	89	8.2%	2681	2714	33	1.2%
17	551	534	3141.2%	180	2223	2043	1135.0%
918	917	-1	-0.1%	2384	2247	-137	-5.7%
19	272	253	1331.6%	140	1092	952	680.0%
21317	21561	244	1.1%	75364	76665	1301	1.7%
1901	1354	-547	-28.8%	7039	4710	-2329	-33.1%
23218	22915	-303	-1.3%	82402	81375	-1027	-1.2%